

## DORAL (continued)

- February - Pack Outlet Pack Promotion

Buy 2 packs get 1 free with name generation insert (excludes regions - Boston, New York, Buffalo, Detroit, N. California, S. California, Seattle in pack outlets).

- Promotion targeted for Retail partners.
- Designed to generate competitive trial among adult savings brand smokers.
- Generate competitive names for DORAL & Co.
- Promotion will arrive at direct accounts pre-sleeved. Each white carton will contain 3-B2G1F offers and 1 live pack.
- 21 total offers per SKU.
- Sleeves will be style specific to enhance presence of promotion at retail.
- All gratis product will have complimentary tear tape.
- VAP ship date to retail accounts is week of February 16, 1998.

- February - Pack Outlet Pack Promotion

Buy 1 pack get 1 free with name generation (following regions only - Boston, New York, Buffalo, Detroit, N. California, S. California, Seattle).

- Promotion targeted for Retail Partners.
- Designed to generate competitive trial among adult savings brand smokers due to the low purchase requirement (1 pack) and high value of promotion.
- Generate competitive names for DORAL & Co.
- Promotion will arrive at Direct Account pre-sleeved. Each white carton will contain 5-B1G1F offers.
- 20 offers per SKU.
- Sleeves will be style specific to enhance presence of promotion at retail.
- All gratis product will have complementary tear tape.
- VAP ship date to retail accounts is week of February 16, 1998.

- February - CTS Outlet Pack Promotion - All Regions

Buy 2 packs get 1 free with name generation.

- Promotion targeted for Retail partners.
- Designed to generate competitive trial among adult savings brand smokers.
- Generate competitive names for DORAL & Co.
- Promotion will arrive at direct accounts pre-sleeved. Each white carton will contain 3-B2G1F offers and 1 live pack.
- 21 total offers per SKU.
- Sleeves will be style specific to enhance presence of promotion at retail.
- All gratis product will have complimentary tear tape.
- VAP ship date to retail accounts is week of February 16, 1998.

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